



# 2007 ICNS Conference

## Commercial Investments in the Next Generation Air Transportation System

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# Show Me the Money

- ✈ Return.
  - ✈ Economic.
  - ✈ Ego.
  - ✈ Convenience.
  - ✈ Comfort.
  - ✈ Safety.
  - ✈ Mandate.
- ✈ Timing.
  - ✈ Basic Need or Mandate.
  - ✈ Surplus Resources.
- ✈ Opportunity.
  - ✈ ...but, Opportunity Costs.

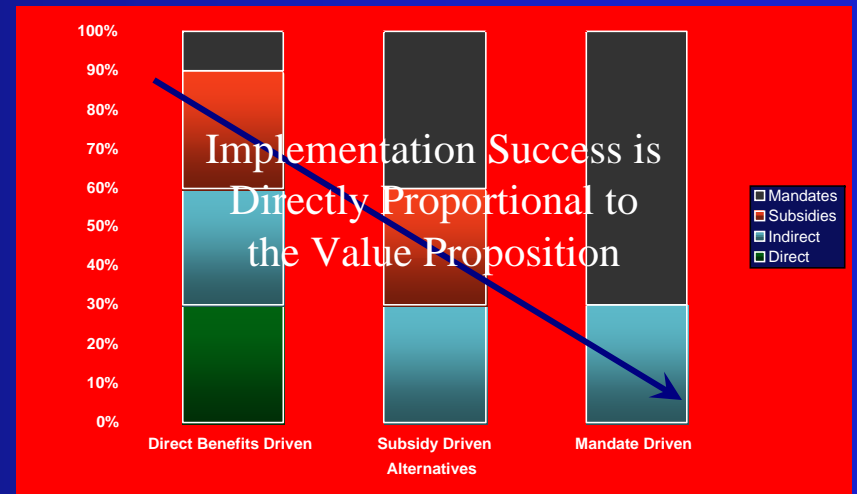
“Faster, better and cheaper always finds a market.”...Anon





# Show Me the Benefit

- ➔ The More Direct the Benefits to the Recipient the Greater Its Value.
- ➔ Benefits Now Have Greater Value than Benefits in the Future (Net Present Value is the Time Value of Money).
- ➔ The Higher the Risk of Loss of Money Invested the Greater the Potential Reward (Return on Investment).



## Management Imperatives

- ➔ Maximize Benefits.
  - ➔ Economic.
  - ➔ Social.
- ➔ Minimize Risks.
  - ➔ Technology.
  - ➔ Schedule.
  - ➔ Cost.



# Never the Twain Shall Meet

## → Industry.

- Driven by economic performance.
- Results focused.
- Integrated planning with access to short term and long term financing.
- Acceptance of risk.

## → Government.

- Driven by social need.
- Perception, personality and process driven.
- Three year budget cycle of cash-flow management.
- Bias to low risk.

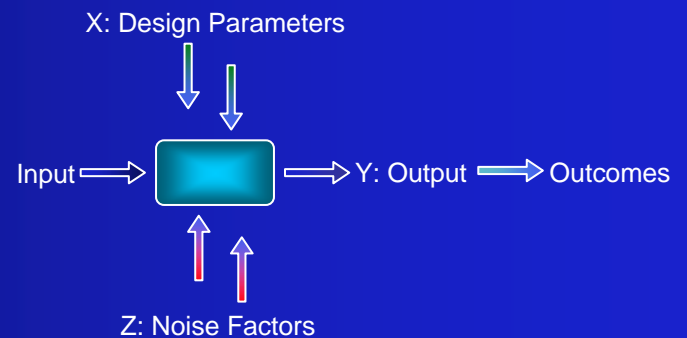




# Seeking a Business Case

- A Business Case is a structured analysis to describe needs and circumscribe actions in support of mission.
- Justification/Feasibility.
  - Benefits/Value.
  - Options/Outcomes/Risks.
  - Costs.
  - Recommendations.

## 6σ Process

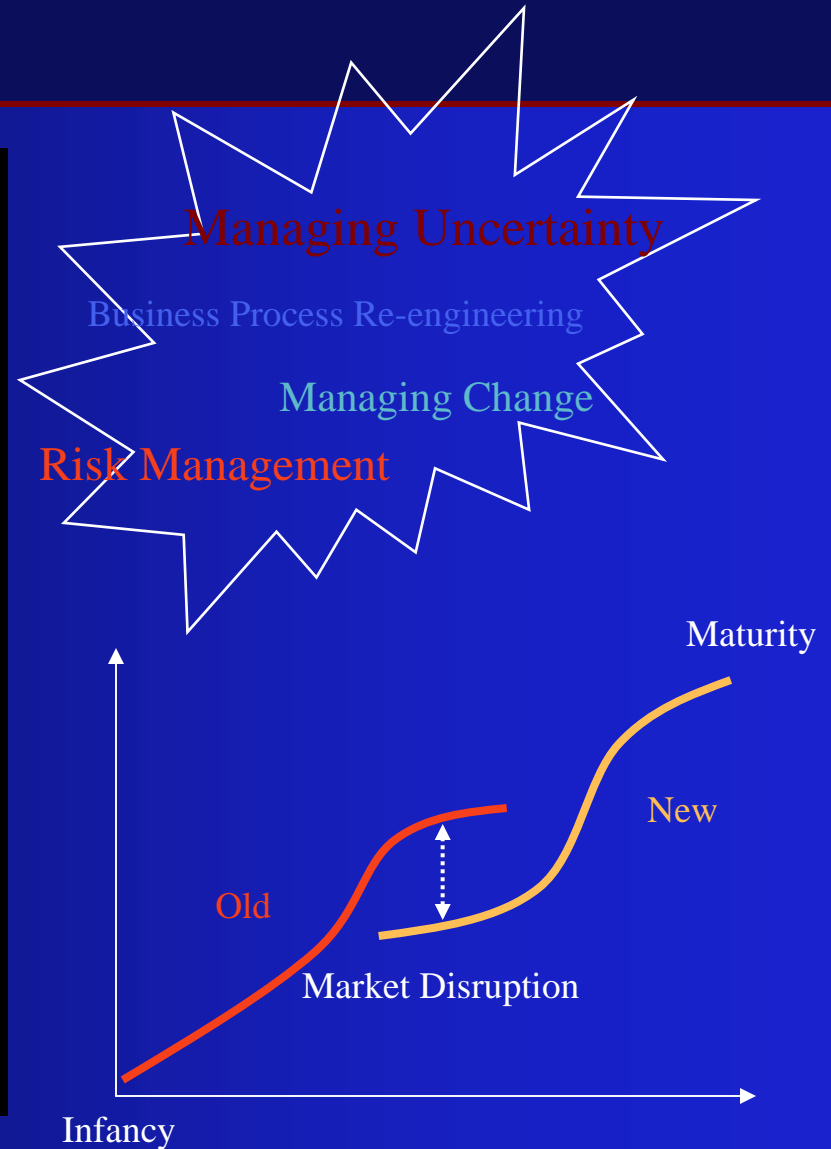




# Looking for Transition

➔ Transition Planning is a process to map and control change in discrete steps or packages so that each incremental step minimizes risks and creates benefits.

- ➔ Assess.
- ➔ Plan.
- ➔ Implement.
- ➔ Iterate and renew.





# Leveraging Programs and Assets to Accelerate Deployment and Reduce Costs

→ TAMDAR -  
Tropospheric Airborne  
Meteorological Data  
Reporting for Small Aircraft.

- Relative humidity.
- Air temperature.
- Winds.
- Icing.
- Turbulence.



## ePireps...

Provide incentives for users to equip by creating short range air-to-air broadcasts of weather conditions for comfort, convenience, economy and safety.



# Leveraging Programs and Assets to Accelerate Deployment and Reduce Costs

## ✈ Data Comm - Air ground digital data link.

- ✈ 300+ ATC command and control messages.
- ✈ Duplicates voice commands.
- ✈ Does not provide situational awareness.
- ✈ Does not provide digital voice and related benefits.
- ✈ Uses scarce premium spectrum resources.

## In Band on Channel...

Can simultaneously broadcast VHF AM analog voice with associated digital data for selected VHF frequencies.

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.

## AirCell Broadband...

Provides passenger services for email and internet browsing. In addition to passenger services, AirCell provides voice communications and data applications for crew and aircraft services. Service parameters may meet or exceed FAA standards.





# Opportunities Found or Lost?

What does the financial success of the Pet Rock tell us?

*Packaging is everything!*